

American Indian
Quit Line Data Summary
April 1 - June 30, 2003

	<u>Amer. Indian</u>	<u>State</u>
Number of Calls to Quit Line	N = 98	N = 3,671
Percent of Statewide Calls	3.8%	100.0%
Percent of State Population¹	1.5%	100.0%
	<u>Amer. Indian %</u>	<u>State %</u>
Gender	N = 98	N = 3,165
Female	72.4%	60.2%
Male	27.6%	39.8%
Race/Ethnicity	N = 98	N = 2,585
American Indian	100.0%	3.8%
Age	N = 96	N = 2,854
Less than 18 years old	2.1%	2.1%
18 - 24 years old	15.6%	14.8%
25 - 34 years old	19.8%	23.1%
35 - 44 years old	26.0%	25.3%
45 years and older	36.5%	34.8%
Education	N = 96	N = 2,724
Did not graduate high school	24.0%	16.0%
High school graduate	32.3%	34.7%
Some college/vocational school	38.5%	36.8%
College graduate	5.2%	12.5%
Caller Type	N = 98	N = 3,278
General Information	1.0%	12.3%
Health care provider	1.0%	3.5%
Tobacco user	98.0%	84.1%
Payer Type	N = 80	N = 2,092
Insured	18.8%	34.9%
Uninsured	32.5%	28.9%
Medicaid	48.8%	36.1%
Heard About	N = 84	N = 2,748
Past caller	20.2%	11.3%
Employer/worksites	0.0%	0.6%
Health care provider	23.8%	24.8%
Television	13.1%	16.6%
Outdoor advertisement (billboard/bus/wall)	3.6%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	3.6%	6.8%
Newspaper/Magazine	1.2%	0.9%
Brochure/Newsletter	8.3%	5.7%
Family or friend	17.9%	22.9%
Health Department	7.1%	4.1%
School	1.2%	0.6%